

## ORDER



Orders Order / Rev: 1036444  
 Alt Order #: 06829899  
 Product Desc: HELLER FOR SENATE  
 Estimate:  
 Flight Dates: 08/22/12 - 08/28/12  
 Original Date / Rev: 06/26/12 / 08/28/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

Agency Name: Strategic Media Services, Inc.  
 Buying Contact:  
 Billing Contact:  
 3299 K St. NW  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: Heller, Dean for U.S. Senate - Revised  
 Demographic: A35+  
 Product Codes: PLC01  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/26/12	31	\$23,175.00	\$19,698.75	August 2012	31	\$23,175.00	\$19,698.75	0.00
08/27/12	08/28/12	18	\$13,600.00	\$11,560.00	September 2012	18	\$13,600.00	\$11,560.00	0.00
					Totals	49	\$36,775.00	\$31,258.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	23%	\$36,775.00
Market	100%	\$159,891.30

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$57,560.87
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	18%	\$28,780.43
KTUD	1%	\$1,598.91
KVVU	15%	\$23,983.70
KWVB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,192.39

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 5-6a WakeUp w/WagM	5-6a	--WTF--	:30	3	\$400.001	0.00	NM		3	\$1,200.00	
				M-F 5-6a WakeUp w/Wagners											
NEWS															
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					

Order / Rev: 103544  
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Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	5-6a		--WTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12 08/26/12 --WTF-- 3 \$400.00 0.00															
E 2	KSNV	08/27/12	08/28/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	5-6a		MT-----	:30	2	\$400.00	1	0.00	NM	2	\$800.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 MT----- 2 \$400.00 0.00															
E 3	KSNV	08/27/12	08/27/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a		M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 M----- 1 \$700.00 0.00															
E 4	KSNV	08/22/12	08/22/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a		--w----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12 08/26/12 --w---- 1 \$700.00 0.00															
E 5	KSNV	08/23/12	08/23/12	Today Show Today Show	CM	658a-9am	---T---	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
<b>TODAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12 08/26/12 ---T--- 1 \$1,400.00 0.00															
E 6	KSNV	08/28/12	08/28/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
<b>TODAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 -T----- 1 \$1,400.00 0.00															
E 7	KSNV	08/28/12	08/28/12	M-F Today Show II 3rd HDM M-F Today Show II	9-10a		-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
<b>TODAY II</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 -T----- 1 \$500.00 0.00															
E 8	KSNV	08/22/12	08/24/12	M-F Today Show II 3rd HDM M-F Today Show II	9-10a		--W-F--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
<b>TODAY II</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12 08/26/12 --W-F-- 2 \$500.00 0.00															
E 9	KSNV	08/22/12	08/24/12	M-F Today Show III 4th HDM Today 4th Hour	10am-11am		--WTF--	:30	3	\$325.00	1	0.00	NM	2	\$650.00
<b>TODAY III</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12 08/26/12 --WTF-- 3 \$325.00 0.00															
<b>Spot</b> <b>Ch</b> <b>Date Range</b> <b>Description</b> <b>Start/End Time</b> <b>Weekdays</b> <b>Length</b> <b>Rate</b> <b>Rtg</b> <b>Type</b>															
1 KSNV 08/20/12-08/26/12 M-F Today Show III 4th Hr 10am-11am --WTF---- :30 (\$325.00) 0.00 NM															
<i>Unresolved</i> [NEWS 3 SPECIAL REPORT POTUS SPOKE]															
E 10	KSNV	08/27/12	08/28/12	M-F Today Show III 4th HDM Today 4th Hour	10am-11am		MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
<b>TODAY III</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 MT----- 2 \$325.00 0.00															
E 11	KSNV	08/27/12	08/28/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12 09/02/12 MT----- 2 \$425.00 0.00															
E 12	KSNV	08/23/12	08/24/12	Noon News Noon News	CM	12-1230pm	--TF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00

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KSJV

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																															
E 23	KSNV	08/25/12	08/26/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----SS	:30	2	\$650.001	0.00	NM	2	\$1,300.00																																
<b>NEWS</b>																																														
<table> <thead> <tr> <th><u>Start Date</u></th> <th><u>End Date</u></th> <th><u>Weekdays</u></th> <th><u>Spots/Week</u></th> <th><u>Rate</u></th> <th><u>Rating</u></th> </tr> </thead> <tbody> <tr> <td>Week: 08/20/12</td> <td>08/26/12</td> <td>-----SS</td> <td>2</td> <td>\$650.00</td> <td>0.00</td> </tr> <tr> <td><b>Spot</b></td> <td><b>Ch</b></td> <td><b>Date Range</b></td> <td><b>Description</b></td> <td><b>Start/End Time</b></td> <td><b>Weekdays</b></td> <td><b>Length</b></td> <td><b>Rate</b></td> <td><b>Rtg</b></td> <td><b>Type</b></td> </tr> <tr> <td>1</td> <td>KSNV</td> <td>08/20/12-08/26/12</td> <td>Sa-Su Early News</td> <td>5pm-630pm</td> <td>-----SaSu</td> <td>:30</td> <td>(\$650.00)</td> <td>0.00</td> <td>NM</td> </tr> </tbody> </table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 08/20/12	08/26/12	-----SS	2	\$650.00	0.00	<b>Spot</b>	<b>Ch</b>	<b>Date Range</b>	<b>Description</b>	<b>Start/End Time</b>	<b>Weekdays</b>	<b>Length</b>	<b>Rate</b>	<b>Rtg</b>	<b>Type</b>	1	KSNV	08/20/12-08/26/12	Sa-Su Early News	5pm-630pm	-----SaSu	:30	(\$650.00)	0.00	NM
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																									
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1	KSNV	08/20/12-08/26/12	Sa-Su Early News	5pm-630pm	-----SaSu	:30	(\$650.00)	0.00	NM																																					
<p>See MG 23.3    [PGM CHG = NEWS3 LIVE IN PRIME]</p> <p>3 KSNV 08/26/12-08/26/12 News 3 Live in Prime</p> <p>MG for 23.1 08/26    [INV CODE]</p>																																														
E 24	KSNV	08/26/12	08/26/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.001	0.00	NM	1	\$625.00																																
<b>SUN TODAY</b>																																														
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Week: 08/20/12	08/26/12	-----S	1	\$625.00	0.00																																									
E 25	KSNV	08/26/12	08/26/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.001	0.00	NM	1	\$400.00																																
<b>SPORTS NIGHT</b>																																														
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Week: 08/20/12	08/26/12	-----S	1	\$400.00	0.00																																									
N 26	KSNV	08/28/12	08/28/12	Wheel of Fortune in PRIME	CM	M-SA 8-11p / SUN-T-----	:30	1	\$1,000.001	0.00	NM	1	\$1,000.00																																	
<b>WHEEL</b>																																														
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Week: 08/27/12	09/02/12	-T-----	1	\$1,000.00	0.00																																									
N 27	KSNV	08/28/12	08/28/12	Face to Face in PRIME	CM	8-11pm	-T-----	:30	1	\$800.001	0.00	NM	1	\$800.00																																
<b>FACE</b>																																														
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